

Hello!

We are done with January! I can feel the warm spring air coming! YAY! Thank you to all the businesses that were able to attend the business owner's breakfast! Big Dipper donated the coffee and Main Street Bakery did an amazing job on the breakfast!!! If you were not able to attend but won a category for the Best of Wayland, we will be coming around next week to pass out the window clings.

We are starting the process of planning workshops and business assistance for next year. If you can, please take a moment to fill out the attached survey. This is **VERY important!** We base a lot of items around the needs of the business owners, and I want to make sure all your voices are heard!

- **WERC Committee**

- We are also working with the high school's marketing class. They will be paired with Wayland Hotel Bar and Grille for a marketing hand on a project! We are excited to see what the kids will work on!
- February 23rd will be the state-wide kick-off for the Grow with Google program! The event will be from 9 am-11 am at the Carpenters and Millwrights Training Center. More details to come! Mark your calendars!!!

- **Promotions Committee**

- We have started our sponsorship ask for 2023. So far, we have over **\$8,000!** I have included the Sponsorship packet. If you would like to schedule an appointment to speak further or would like to sponsor, please let me know.
  - HUGE Thank you goes out to the below for sponsorships so far!
    - Starr Lawn and Care – Bronze Sponsor for all events, all year!
    - Wayland Hotel – Cornhole Tournament and Basketball Tournament for Summerfest
    - Royal Radiance – Live Entertainment
    - United Bank – Live Entertainment, Teen Activities Area, Christmas Tree Star, and sponsoring advertisement for the Farmers Market
    - Highpoint Community Bank – Dunk Tank
    - Sensory Systems Clinic – Inflatables for Summerfest
    - Bruce Sexton DDS – Banners for the Farmers Market

- **Summerfest 2023**

- We have been planning Summerfest for 2023. It will be moved to the second weekend in June (June 9th – 11th).
- We have added SO MUCH to the lineup this year. Below are some items I would like to highlight.
  - Little Miss and Mister – We are working with the 1st-3rd graders in the Wayland Union School district to select the first-ever Little Miss and Mister of Wayland. All the principals have been informed that every student has a chance to enter. The contest will be based on a drawing they do of “What does Wayland mean to me”. The teachers, principals, and superintendent will all select (1) Miss and (1) Mister to be crowned for 2023.
  - Wildcat Color Run – This color run will be FREE to all students. The students will run down Main Street on the morning of Summerfest. Friends and family will be able to have a color packet that will then be thrown on the kids as they run. The idea is to

“prime” the streets for the day by creating a tie-dye look and also create a fun event for the family. I have tested these packets out and they wash out very easily.

- Car Show – The Car Show will be at Wayland City Park and will feature an Elvis tribute singer!
  - If you know of someone who would like to show their car, please share this link with them!
  - [https://docs.google.com/forms/d/e/1FAIpQLSf1puXjVmm9tPa\\_RovVxD3kly2WG4Q6O0qIpdlybdq4bVk\\_2Q/viewform?usp=sf\\_link](https://docs.google.com/forms/d/e/1FAIpQLSf1puXjVmm9tPa_RovVxD3kly2WG4Q6O0qIpdlybdq4bVk_2Q/viewform?usp=sf_link)
- Firefighters Breakfast – Wayland Firefighters will be hosting their breakfast this year!
- Rib Cook-Off – We are working on some details, but it looks like we have the okay to have the public be the tasters for the Rib cook-off! Once all details are set, we will release the sign-up.
- Poster Contest – I am working with the art class at WUHS. They are designing several posters for a contest. The poster will go to a public vote, and the winner will be printed and distributed around town. We will also sell the posters for collection with 50% of the profit going back to the winning student!
- Movie in the Park – Friday Night (June 9th) will be a movie in the park! There will be a food truck as well!
- Sunday Worship – Newlife Wayland will be hosting a morning worship on June 11th at Wayland City Park to end the weekend of fun!
- Swag – We had the amazing Bryce Tuft design some great shirts for Summerfest this year! If your company is interested in the .jpegs for the designs, please let me know. We will not be releasing any designs until after Summerfest.
  
- Design Committee
  - The design committee will be meeting next week Tuesday. We will be working on the Historic walking tour, inventory of DDA items, and more!
  - We are also revamping our sign and façade grant for next year. Keep an eye out for more details!
- Organization Committee
  - Our annual Volunteer Dinner will be on February 16th at McDuffs! The committee is planning a very nice meal to thank all the volunteers for their hard work.
    - If your business would like to donate or do something special for these hard-working men and women, please let me know!
  
- **Upcoming Events**
  - a. Here is a list of all the upcoming events:
    - i. Summerfest – 6/9 -6/11 – Please note streets will be closed **ALL DAY** on 6/10. More details to come.

As always, I am here for anything you need!

Thank you!













LABEL DESIGN

**WAY  
OUT,  
WAY  
LAND**



# Business Survey 2023

## Contact Information

Business Name \_\_\_\_\_

Business Owner(s) \_\_\_\_\_

Contact (If different than above): \_\_\_\_\_

Business Physical Address \_\_\_\_\_

Business Mailing Address \_\_\_\_\_

Business Phone \_\_\_\_\_

Email \_\_\_\_\_

Web Site \_\_\_\_\_

**Survey** - Please completed the following survey to help the WERC Committee in 2023-2024

**Please rate the degree to which you are experiencing the following business challenges?** - Major Challenge (-3) Minor Challenge (-2) Don't Know (-1) No Challenge (0)

1. Conflict with building owner or tenant
2. Difficulty recruiting or retaining employees \_\_\_\_
3. Expensive or unavailable products \_\_\_\_
4. Expensive employee wages or benefits \_\_\_\_
5. Expensive rent \_\_\_\_
6. Insufficient parking \_\_\_\_
7. Unskilled workers \_\_\_\_
8. Other \_\_\_\_\_

**Could you or your employees use information on or assistance with the following topics?** - Definitely (2) Probably (1) Unsure (0) Probably Not (-1) Definitely Not (-2)

1. Business planning \_\_\_\_
2. Financial management \_\_\_\_
3. Inventory management \_\_\_\_
4. Advertising or marketing \_\_\_\_
5. Employee hiring or training \_\_\_\_
6. Customer service or hospitality \_\_\_\_
7. Building improvements \_\_\_\_
8. Window displays or interior store design \_\_\_\_
9. Business market analysis \_\_\_\_
10. Internet or E-Commerce \_\_\_\_
11. Transfer of ownership or selling a business \_\_\_\_
12. Other \_\_\_\_\_

**How useful to your business are these existing Wayland Main Street Program programs?** Very Useful (3) Useful (1) Don't Know (-1) Not Useful (-3)

1. Façade and Sign Grants \_\_\_\_



# Business Survey 2023

2. Downtown public improvement projects (i.e. porous pave, downtown flowers, parking signage)\_\_\_
3. Business Resources (recorded webinars, grants, loans, training opportunities, social media, website, Business + Leader Forum)\_\_\_
4. WERCshops \_\_\_
5. Analysis and reporting of the downtown market / economy \_\_\_
6. Special event coordination (increasing foot traffic – or Summerfest, Art Hop)\_\_\_
7. Billboard Cooperative \_\_\_
8. Other: \_\_\_\_\_

## Which other business incentives or assistance would you like to learn more about?

Definitely (2) Probably (1) Unsure (0) Probably Not (-1) Definitely Not (-2)

1. Historic Preservation Tax Credits \_\_\_
2. Free assistance from Small Business Development Center (SBDC)\_\_\_
3. Free counselling from SCORE (Service Corps of Retired Executives)\_\_\_
4. US Small Business Administration (SBA) loan guarantee\_\_\_
5. Initiate Program \_\_\_
6. Other: \_\_\_\_\_

## If you are the building owner, are you considering any building improvement projects?

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## We would like to offer a couple classes or programs throughout the year. What are some of the areas you would like to learn more about?

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## What are the top three items you would like to see changed in Wayland?

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## Please let us know if there is anything else we did not cover in the above that you would like to bring up.

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2023 WAYLAND MAIN STREET

# **SPONSORSHIP OPPORTUNITIES**



# 2023 WAYLAND MAIN STREET

## Help revitalize Wayland Main Street

Why sponsor Wayland Main Street Events? As a sponsor, your brand will reach thousands of event attendees as a Wayland Main Street supporter and link your business with the growing success of our commercial and cultural district.

Your sponsorship helps support more than just fun festivals and community events in Downtown Wayland – it supports the organization's year-round downtown revitalization efforts as well. All sponsors will be listed on a professionally designed banner and will be exhibited at all events.

How can you sponsor? There are two different ways to help downtown Wayland. One is the "All Year, All Events" sponsorship that will give your company exposure at all events though out the year. The second is A-La-Carte sponsorship. Your company can pick an event item that best identifies with your brand.

# 2023 WAYLAND MAIN STREET

## Event Descriptions

### Farmer's Market | CELEBRATE LOCAL!

Supporting local farmers and artists is important, and from June-October the Main Street Farmers Market gives residents the chance to support the local economy and get some delicious produce! The market is every Tuesday and Saturday at the City Park in Wayland.

### Summerfest | CELEBRATE SUMMER!

This summer celebration brings the whole community together for live music, local artists, kid's activities, food trucks, a car show, a bean bag tournament, a Rib BBQ cookoff, and so much more! This is Wayland Main Street's largest event and brings the biggest crowds of the year to downtown Wayland!

### Sidewalk Chalk Days | CELEBRATE ART!

Bring your family to Downtown Wayland to transform our city into an art canvas. There will be a special guest each week and free chalk for all participants.

### Movies After Dark | CELEBRATE ENTERTAINMENT!

This free outdoor movie showing is a great activity for families throughout the community and happens the first three Thursdays in August. Families from all around come out to enjoy this community entertainment held in Wayland City Park.

### Ladies on Main Street | CELEBRATE WOMEN!

Fashion designs and beauty trends come and go, but one thing that's always in style is girlfriends having great times together. Ladies on Main Street is a night on the town in honor of our local gals, with specials that are offered throughout downtown Wayland.

### Art Hop | CELEBRATE CHRISTMAS!

Downtown Wayland is transformed into a festive winter wonderland, showcasing local artists in downtown businesses. There are also free family-friendly activities including wagon rides, strolling carolers, musicians, an annual Christmas tree lighting, and much more!

### Monster Mash | CELEBRATE HALLOWEEN!

Downtown Wayland becomes a spooky place for all our monsters (big and little) to enjoy the holiday! Decorations cover the sidewalks and streets close for kids' activities. A DJ plays Halloween favorites and people dance in the streets.

### Oktoberfest | CELEBRATE CULTURE!

For the first time, Downtown Wayland will be celebrating Oktoberfest! All the restaurants will change to a German Hall and Wayland will be decorated with Oktoberfest-themed items. Games such as stein holding, Dachshund racing, and more will keep the night filled with surprises and fun. A German announcer and band will lead the residents through the night.

### Harvest and Holiday Markets | CELEBRATE CRAFTS!

Located at NewLife Church, the Harvest and Holiday Markets bring in hundreds of guests from around the area for a day of shopping. The space gets filled with artisan crafts and produce!



# 2023 WAYLAND MAIN STREET

## Event Calendar

SUMMERFEST | JUNE 9TH THRU THE 11TH

SIDEWALK CHALK DAYS | TUESDAY NIGHTS IN JULY

MOVIES AFTER DARK | FIRST THREE THURSDAYS IN AUGUST

LADIES ON MAIN | START OF SEPTEMBER

OKTOBERFEST | END OF SEPTEMBER

MONSTER MASH | OCTOBER

HARVEST MARKET | NOVEMBER

ART HOP | FIRST WEEKEND IN DECEMBER

HOLIDAY MARKET | DECEMBER

FARMERS MARKET - AT THE CITY PARK EVERY THURSDAY  
(NOON-6PM) AND SATURDAY (9AM-2PM)

# 2023 WAYLAND MAIN STREET

One sponsorship - All events, all year long!

## GOLD SPONSOR | \$7,500

- Companies listed on Sponsorship page of Downtown Wayland's website year-round.
- Group Thank You on social media before each event.
- Social media recognition during events.
- Special Sponsor Sign at all Wayland Main Street gatherings and functions.
- Company logo on event web page, poster, marketing literature, on banners, and t-shirts (when applicable)
- Company logo on Downtown Wayland's website home page Wayland's website with link to website.
- Vendor space (when applicable)

## PLATINUM SPONSOR | \$5,000

- Companies listed on Sponsorship page of Downtown Wayland's website year-round.
- Group Thank You on social media before each event.
- Social media recognition during events.
- Special Sponsor Sign at all Wayland Main Street gatherings and functions.
- Company logo on event web page, poster, marketing literature, on banners, and t-shirts (when applicable)
- Vendor space (when applicable)

## BRONZE SPONSOR | \$2,500

- Companies listed on Sponsorship page of Downtown Wayland's website year-round.
- Group Thank You on social media before each event.
- Social media recognition during events.
- Special Sponsor Sign at all Wayland Main Street gatherings and functions.
- Company name on event web page, poster, marketing literature, on banners, and t-shirts (when applicable)
- Vendor space (when applicable)

# 2023 WAYLAND MAIN STREET

## Summerfest Sponsor Options

### TITLE EVENT SPONSOR OPPORTUNITIES

By selecting a title event sponsorship, you will receive recognition before and during the event.

CAR SHOW | \$1,500

Includes: Sponsorship of the band, activities, decoration, trophies and vendor space.

BBQ RIB COOK-OFF | \$800

Includes: Help covers the cost of the sanitation stations, meat products, prizes, and vendor space.

### ITEMIZED SPONSORSHIP OPPORTUNITIES

When you sponsor an item from below, your logo will be on the sign in front of every activity and you will be recognized social media before the event.

PHOTO BOOTH | \$300

DUNK TANK | \$250

LIVE ENTERTAINMENT | \$500

PETTING ZOO | \$500

WILDCAT HALF  
MILE COLOR RUN | \$250

STREET PERFORMERS | \$250

KIDS ACTIVITIES AREA | \$150

FRIDAY MOVIE NIGHT | \$450

TEEN ACTIVITY AREA | \$125

# 2023 WAYLAND MAIN STREET

## Art Hop Sponsor Options

### TITLE EVENT SPONSOR OPPORTUNITIES

By selecting a title event sponsorship, you will receive recognition before and during the event.

#### WAGON RIDES | \$1,000

Includes: Space for tractor and tailor, pre-set map of space, food vouchers for drivers and helpers.

#### DECORATIONS | \$1,500

Includes: Christmas lights and decorations on all Main Street light poles.

### ITEMIZED SPONSORSHIP OPPORTUNITIES

When you sponsor an item from below, your logo will be on the sign in front and you will get social media recognition.

ICE SCULPTURE | \$400

TREE STAR | \$200

DICKINSON CHARACTERS| \$500

TREE LIGHTS | \$500

MUSICIAN | \$500

WOOD SCULPTURE | \$250

CARICATURES| \$250

LIVE ART OF SPONSORS  
CHOICE | \$500

# 2023 WAYLAND MAIN STREET

## Farmers Market Sponsoring Options

### TITLE EVENT SPONSOR OPPORTUNITIES

By selecting a title event sponsorship, you will receive recognition before and during the event.

#### BANNERS| \$800

Includes: All banners for the Farmers Market displayed at all Farmers Market's.

#### MARKET MANAGER'S BOOTH | \$500

Includes: Booth, tables and other items for the Market Mangers booth.

#### ADVERTISEMENT| \$600

Includes: Signs placed around town and additional advertisements such as event calendars, radio, print, etc.

#### WAYLAND FARMERS MARKET MERCHANDISE | \$800

Includes: Selection of a merchandise item of your choosing to have the Wayland Farmers Market and your company logo on.

### ITEMIZED SPONSORSHIP OPPORTUNITIES

When you sponsor an item from below, your logo will be on the sign in front and you will get social media recognition. Each item is for one week of your choosing.

LIVE MUSIC | \$500

CARICATURES| \$250

KID'S ACTIVITES| \$125

PETTING ZOO| \$250

POPCORN PER WEEK | \$150



# 2023 WAYLAND MAIN STREET

Additional Events Sponsor

## TITLE EVENT SPONSOR OPPORTUNITIES

Company Logo or Name & link on Sponsorship page on Downtown Wayland website. Group thank you on social media before each event

### SIDEWALK CHALK DAYS (ONE DAY) | \$450

Includes: Sidewalk chalk for residents to use and hiring of a special guest.

### MOVIES AFTER DARK (ONE DAY) | \$450

Includes: Purchase of movie license.

### LADIES ON MAIN | \$500

Includes: Goodie bags for all ladies, sponsored guest and decorations for the streets.

### OKTOBERFEST | \$1,500

Includes: Hiring of the band and announcer, supplies, and decorations.

### MONSTER MASH | \$500

Includes: Hiring of the DJ, candy for kids and decorations.

### HARVEST AND HOLIDAY MARKETS | \$500

Includes: Signage and goodie bags for visitors.

# 2023 WAYLAND MAIN STREET

## Co-Partnering Events Sponsor Options

### WHAT IS CO-PARTNERING AN EVENT

Co-Partnering with Downtown Wayland Main Street allows your organization or company to plan a city wide event. This will include free access to the stage, street closures, and more. If this seems like something you would like to learn more about, let's talk!

Organization: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Address: \_\_\_\_\_

Telephone: \_\_\_\_\_

Email: \_\_\_\_\_

Please note that all events must be approved before hand by DDA Director and/or City Counsel.



# 2023 WAYLAND MAIN STREET

## Sponsorship Contact Form 2023

Yes, we would like to support Wayland and the Main Street program at the following sponsorship level.

- Title Sponsor
- Platinum Sponsor
- Gold Sponsor

Yes, we would like to support Wayland and the Main Street program with the following sponsorship opportunity.

- Title Event Sponsor Opportunities

Item(s): \_\_\_\_\_

- Itemized Sponsorship Opportunities

Item(s): \_\_\_\_\_

Organization: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Address: \_\_\_\_\_

Telephone: \_\_\_\_\_

Email: \_\_\_\_\_

Please send this information to Wayland City Hall via email, mail or drop off. We will contact you to discuss further details of sponsorship.

Wayland Main Street  
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Wayland, MI 49348  
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